

Llysven Neighborhood
Altoona
Blair County
Pennsylvania

HABS No. PA-5787

HABS
PA,
7-ALTO.
115-

WRITTEN HISTORICAL AND DESCRIPTIVE DATA

Historic American Buildings Survey
National Park Service
Department of the Interior
Washington, D.C. 20013-7127

HISTORIC AMERICAN BUILDINGS SURVEY

LLYSWEN NEIGHBORHOOD

HABS
PA.
7-ALTO.
115 -
HABS No. PA-5787

This is intended to be the aristocratic suburb, and lots are sold with some restrictions as to buildings and use. A number of fine cottages have already been erected there and a fine station and waiting room by the Logan Valley [Electric Railway] people whose cars pass in either direction every fifteen minutes.¹

Llyswen today is a middle- and upper-middle class suburb of roughly 200 acres near the southernmost edge of Altoona, two and a half miles from the central, intown post office. Logan Boulevard, one of Altoona's busiest thoroughfares, bisects the length of the suburb from northwest to southeast. The boulevard intersects at Llyswen's south end with the old Hollidaysburg Pike, still called Plank Road. Both Logan Boulevard and Plank Road are major traffic channels between the city and the thick of strip-and-cluster commercial development surrounding Logan Valley Mall just south of the city limits. Both roads have also historically been the main routes between Altoona and the Blair County seat at Hollidaysburg.² Llyswen's eastern and western neighbors are residential areas, but its eastern boundary is Union Avenue, a more modestly developed commercial drag that feeds into Pleasant Valley Boulevard at the Pleasant Valley Shopping Center, across the street from Llyswen's eastern section.

As much because of its position in this heavily trafficked area as because of its own distinctive visual character, Llyswen's most public aspect--the impressive row of large, individualistic homes lining Logan Boulevard, uniformly set back on generous lots from the tree-shaded sidewalks--is a familiar landmark to a great many Altoonans, who popularly identify the name Llyswen with a highly desirable, if antique, brand of genteel suburban comfort and solidity. The roots of this identification lie in the past, in associations bound up with the social status of the men who founded it, the images and rhetoric with which they promoted it, and the cultural currency of certain architectural forms that became its signature. But the modern version of Llyswen's idealized image is continually reinforced by the stark juxtaposition of old and new formal values in the press of commercial development upon the suburb's boundaries, a contrast made even sharper by the fact that nearly all the neighborhood's original fabric survives, even from the first flush of building in 1895.

Llyswen was founded in 1894 by the Altoona Suburban Home Company on a 100-acre tract of the former Elias Baker estate. Company president John Lloyd, Sr., purchased the land from the Baker heirs in 1893 as part of a private transaction that included a smaller tract in South Altoona and ninety-five acres one mile farther south on (then) Logan Avenue, identified in the deed as Lakemont Park.³ Lloyd was also president of the Altoona & Logan Valley Electric Railway, which developed Lakemont Park as a resort in 1893 to attract riders to the Altoona-Hollidaysburg route, inaugurated the following year as the first major extension of trolley service beyond the city limits. In conjunction with this expansion of commuter services and as part of a broad yet tightly integrated development scheme, Llyswen began as Altoona's first streetcar suburb, flanking the double tracks down Logan Avenue to Lakemont Park and Hollidaysburg, a haven from the noise and soot of the city railyards yet only ten minutes and a nickel fare from downtown.

¹Charles B. Clark, Illustrated Altoona (Privately printed: Altoona, 1896), 9.

²Whether the Rte. 220 Bypass has effectively lessened the importance of Logan Boulevard and Plank Road to either of the functions cited here is arguable. Rte. 220 does not yet consistently carry as much traffic as either of these roads.

³Deed book 99/523.

Project Area and Rationale

The Altoona Suburban Home Company developed Llyswen in three stages, plotting one section at a time and effectively treating each section as a separate enterprise. The company had acquired the land from Lloyd in three separate transactions.⁴ Section I, originally laid out in 1895 and revised in 1906, is today bounded by Ward Avenue on the north, Logan Boulevard on the east, Ruskin Drive and Morningside Avenue on the west, and Plank Road on the south. Section II was plotted in 1905 and is bounded by East Plank Road, Frankstown Avenue, Logan Boulevard, and Bellview and Eveningtide avenues. Section III, on the east side of Logan Boulevard opposite Section I, stretches from Ward Avenue south to East Plank Road, and from Logan Boulevard east to Union Avenue, excluding Llyswen Court off of Union and the eastern corner of the tract, defined by Mill Run and Emerson Avenue. Its plan was surveyed in 1907 and revised in 1920.⁵

The project area for this survey was that portion of Section I lying north of Mill Run (Fig. 1.1). Comprised of roughly fifty acres, the site is divided by a flexible grid of avenues that maximizes the building potential of the varied topography, from Mill Run's level flood plain up the steep east face of the South Altoona hill to Ruskin Drive. Original lots averaged one-third of an acre; a number of these have since been subdivided. The area includes 183 homes and two churches built between 1895 and 1978. Baker Elementary School was constructed in 1907 just north of the project area on Ward Avenue at Coleridge Avenue.

Within the city limits, Llyswen is exceptional for the generous size of its individual lots and unique--in a city of rigid grids--for its relaxed and picturesque street layout. Beyond the straightaways of Logan Boulevard and Coleridge Avenue, Llyswen's avenues take graceful advantage of the rolling site. They also bear the names of poets and writers, a mark of conspicuous refinement in a railroad town whose streets were more commonly numbered, or named for trees, presidents, or local figures. This portion of Llyswen is the closest thing Altoona has to a garden suburb in the Romantic tradition, a form that dominated planning schemes for upper-class residential areas from the third quarter of the nineteenth century until its popularity was superseded by City Beautiful-inspired formality at the turn of the century. The very name "Llyswen" conveys a lyricism that is evocatively, if not precisely, Welsh. The Lloyd family was probably responsible for the name choice, but the association with Wales was also in keeping with a Pennsylvania tradition of place names both borrowed (like "Berwyn") and invented (like "Bryn Mawr") intended to invoke "Welshness" as a kind of rustic-yet-civilized pastoral ideal. Similarities in the physical landscape and the common industry of coal mining may have influenced the comparison. The state also had a significant history of Welsh immigration and settlement.⁶

But Llyswen is part of the Altoona neighborhoods project as much for its representativeness as for its exceptional features. While Sections II and III developed more homogeneously, thanks to closer company oversight, deed restrictions in Section I were minimal, pertaining more to the siting of a house on its lot than to physical aspects of the house itself.⁷ The result was a wider variation in forms and features. Section I was also the least "successful" of the three, in that lots sold more slowly, and many, held by small investors, were not built upon even sixty years after their initial sale. The project area therefore encapsulates the range of formal, material, and

⁴Section I, 104/167; Section II, 108/204; Section III, 190/552.

⁵Plot books 1/21; 2/65; 2/113; 2/129; 4/27.

⁶As late as 1920, census takers counted 21,167 Welsh foreign-born residents of Pennsylvania. John Bodnar, An Ethnic Profile of Pennsylvania's Population (1973).

⁷The standard agreement was that "no building whatsoever will be erected within 25 feet of street lines and not more than one dwelling or other building, other than a stable, carriage house or outbuilding, shall be erected on any one lot for 15 years from date hereof." We will examine the implications of these restrictions later.

stylistic options available to independent local homebuilders over a period of nearly eighty-five years. It serves the present study as a convenient, compact overview of the evolution of fashion in domestic architecture for the middle and professional social strata in this part of the United States from the 1890s to the 1970s. The varied fabric of the project area also reflects the course of Altoona's fluctuating economic fortunes, until the mid-1950s so closely tied to the business of the Pennsylvania Railroad.

The strongest argument for Llyswen's inclusion in this project, however, is the light its history sheds on the shape, character, and depth of the Altoona-PRR connection. John Lloyd, Sr., president of both the Altoona Suburban Home Company and the Altoona & Logan Valley Electric Railway, also presided over the First National Bank, the city's largest financial institution; the Altoona Manufacturing Company, which produced world-class steam engines; and a handful of fuel and utility companies. Although he functioned as a local businessman, several of his enterprises were dependent upon strong financial ties to the PRR. He was even, for a time, a partner in the Philadelphia banking firm of A. J. Cassatt & Company; Cassatt was a superintendent of motive power in Altoona who went on to become president of the PRR. Lloyd's venture into residential development at Llyswen reveals a great deal about the internal structures of power, patronage, and finance among the inner circle of Altoona's elite, and is particularly revealing of the subtle nature and extent of the PRR's influence upon the city's formal development. From this vantage point, the history of Llyswen may help illuminate just where and how status boundaries were drawn in the boom-cum-bust social geography of a one-industry, "one-class" town.

Patterns and Mechanics of Suburb Expansion

Several conditions spurred suburbanization in Altoona at the end of the nineteenth century. By the early 1880s, thanks to a booming economy and the housing needs of the expanding PRR labor force, Altoona's intown wards were built nearly to capacity. A zone of industrial and wholesale establishments dependent upon access to the tracks had developed along the length of the PRR corridor; adjacent to this zone were the commercial districts: 10th Avenue to Chestnut Avenue on the west side, and 7th to 9th avenues east of the tracks. This emerging configuration transformed the earlier pattern of close-in residential areas. As activity in both the city and the shops increased, residential building sites away from the bustle and the soot became more attractive, particularly to prosperous merchants, professionals, PRR management, and skilled technicians eager to distance themselves from the labor and service class. Increasing property values along the commercial/industrial corridor were a pragmatic boost to the trend. Given the topography of the narrow valley, the two most obvious directions to move were uphill--east or west--or south, to the flat terrain drained by Mill Run. Land to the south had the added advantage of being upwind from the shops.

The introduction of streetcar service in 1882 encouraged development away from the city center. The City Passenger Railway Company, incorporated on March 10, 1882, inaugurated horse-drawn streetcar service on July 4. The original route was a three-and-a-half-mile loop along 17th Street, 11th Avenue, 11th Street and 8th Avenue; it soon expanded south along 7th Avenue to 25th Street. Concurrent with the expansion of the PRR locomotive shops into Juniata in 1889-90, track was extended down Chestnut Avenue to that borough; more track was also laid on the east side, from 8th Avenue to 6th Avenue and north to Lloyd Street, one block past 1st Street. Another line extended south along 11th Avenue to 18th Street, then along Union Avenue under the tracks to Broad Avenue all the way to the city line at 27th Street, traversing a large, level tract between the main line and the Hollidaysburg branch line.⁸ With streetcar access, Broad Avenue became a sought-after residential address. Side streets off of it also took on an increasingly gentrified character.

The City Passenger Railway electrified its service in 1891; the same year, a new company, the City & Park Railway, received permission to build into the city from the south. Sylvester C. Baker presided over the City &

⁸Clark, 24.

Park, which began as an electrified system of seven-and-a-half miles of track between the city and an amusement park proposed by the railway company at Lakemont. Competition between the two lines was short-lived; in 1892 the City Passenger Railway bought the City & Park, and on April 17, 1893, the Altoona & Logan Valley Electric Railway, a company chartered just four months earlier, acquired both companies through a stock purchase. The takeover occurred four days after the PRR board of directors authorized the purchase of 40 percent of the capital stock and first mortgage bonds of the Altoona & Logan Valley from streetcar company president John Lloyd, Sr., for \$100,000. The network of capital that controlled city transportation, however, remained very tight: Lloyd had earlier been instrumental in the founding of the City Passenger Railway, and Sylvester Baker, representing the Baker estate, retained a large block of Altoona & Logan Valley stock.⁹

In 1893, Lakemont Park belonged not to the City & Park but to the Baker estate. Lloyd acquired it on November 27 of that year along with Llyswen Section I, in the transaction already cited. He then transferred ownership of the park along with the responsibility of its development to the new railway company. The Altoona & Logan Valley immediately set about laying track beyond the park to Hollidaysburg, and more track north through Juniata to the town of Bellwood. By the time the first cars ran to the county seat in early 1894, Lakemont Park was completed; the old City & Park main line between the park and the city was double-tracked to accommodate the crowds attracted by the new artificial lake, carousel, casino, and bandstand; and the Altoona Suburban Home Company had broken ground for the Llyswen trolley station at Whittier Avenue on the Logan Avenue run to Lakemont Park.

Another motivation for suburban growth, evident in the number and variety of development schemes in Altoona at the turn of the century, was profit. Trade in real estate had been the city's "second industry" since the acquisitive intentions of the PRR sent Logan Valley property values skyrocketing in the late 1840s. From that start, the phenomenal growth of Altoona's population and economy made any owner of a sizable piece of property a potential developer, and the PRR had always tacitly depended upon the individual initiative of the speculation builder to house its work force. Profit was an especially powerful incentive to build during the prosperous 1880s and '90s, due to the growing number of merchants, professionals, PRR executives and technicians with incomes more than sufficient to meet their basic needs.

Rapid expansion meant the steady conversion in the marketplace of inexpensive tracts into highly touted subdivisions. In an 1896 overview of the city's attractions, Charles B. Clark described ten Altoona "suburbs," optimistically including under that denomination the sleepy rural community of Collinsville, east of the city. Several advertisements in the same publication, however, indicate a more complex and intense level of residential development, borne out by the number of subdivided properties recorded in county plat books of the period. Sylvester C. Baker promoted lots in seven "additions to the City of Altoona," "exceptionally well located for pleasant and healthful suburban homes." These were divisions of the more than 5,400 acres in and around the city controlled by the Elias Baker estate. Attorney Edward H. Flick touted his modestly picturesque development at Westmont in a quaint, instructional tone obviously addressed to the first-time homebuyer. The photograph accompanying his ad shows an early version of tract housing: in addition to vacant lots, Flick offered pre-built cottages designed by the Beezer Brothers architectural firm. The proliferation of identical picket fences around apparently identical houses indicates the exercise of a substantial degree of design control.¹⁰

The same level of control but a much more high-style, Beaux Arts architectural character marked Flick's building program on Broad Avenue a few years later. Here, on a number of lots between 24th and 26th streets,

⁹Benson W. Rohrbeck, Altoona's Trolleys (privately published: 1980). Kenneth C. Springirth, Viewing Pennsylvania's Trolleys (privately published: 1971), 88. Lloyd obituary, Altoona Mirror (May 9, 1921), 1, 13.

¹⁰Clark, 7-9, 164.

LLYSWEN NEIGHBORHOOD
HABS No. PA-5787 (Page 5)

he created a neighborhood for himself, again employing the design skills of the Beezer Brothers. Presentation drawings from the architectural firm's catalogs convey Flick's ambition to construct an integrated streetscape of "town houses" for the well-to-do, culminating in his own brick Colonial Revival house at 2528 Broad Ave.¹¹ Sylvester Baker was just as careful to set high standards for Allegheny Furnace, the neighborhood he developed around Baker Mansion. Baker was not a speculation builder like Flick; instead, he influenced what got built by laying out oversized lots with deed restrictions attached. The various efforts of Flick, Baker, and developers like them helped make manifest class distinctions that were a fundamental part of the city's life, whatever the rhetoric of its public image.

John Lloyd

John Lloyd, Sr.'s role in Llyswen's development may help elucidate that suburb's place in the construction of this social fabric. Clarke described Llyswen in 1896 as "the aristocratic suburb." Whether or not Altoona could be said to have an aristocracy, Lloyd was certainly at the center of a small society of men who exerted considerable influence over the city's affairs. His rights to that position were sealed by a family connection to the area dating to the 1830s, when his father, William M. Lloyd, settled near Duncansville. By 1841 William had moved to Hollidaysburg, married, and opened a bank. John was born the following year. When his father and several partners founded the First National Bank of Altoona in 1863, John was named a director. He became cashier in 1867 and president in 1892, at the age of 50.

Lloyd's partnership in A. J. Cassatt's Philadelphia banking firm reinforced the already significant power and prestige of the First National Bank, Altoona's largest, but whether Lloyd was a member of the PRR's inner circle remains unclear. His virtual control over the financing and management of city services and utilities during the 1880s and '90s, however, is undeniable. His bank held the first bonds for the Edison Electric Illuminating Company, as well as the first water and improvement bonded loans for the city once it acquired control over its own water system. At the time of Llyswen's founding in 1894, Lloyd was president of the City Passenger Railway Company; the Altoona and Logan Valley Electric Railway Company; Altoona Gas Company, the city's sole supplier of illuminating gas; Altoona Coal and Coke Company, described in the 1896-97 city directory as "miners, shippers, and wholesale coal and coke manufacturers" at a time when coal was the major home heating fuel; and Allegheny Water Company, an independent utility supplying residential areas south of the city, including Westmont, Allegheny Furnace, and Llyswen.¹²

Lloyd's business interests were intricately tied to those of the Bakers, Altoona's "first family" in terms of property, wealth, and social prestige. Besides their common investment in Lakemont Park and the electric railway system, Sylvester Baker was also Lloyd's partner in Altoona Coal and Coke Company. That the two men would combine their resources to exploit the profit potential of prime residential property seems in retrospect only sound business sense. On July 11, 1893, following a preliminary meeting of "interested parties" at the First National Bank, the Altoona Suburban Home Company was incorporated with a capital stock of \$150,000 [3,000 shares @ \$50]. The largest subscribers were Lloyd, with 1,780 shares, and the estate of Elias Baker, represented by Sylvester, with 1,200 shares.¹³

¹¹Michael and Louis Beezer, Beezer Brothers, Architects (Pittsburgh: Eichbaum Press, 1899), 46, 103, 121-22.

¹²Altoona Mirror (May 9, 1921). The source of the Allegheny Water Company's water supply was three springs located on Sunbrook Farm, Lloyd's summer residence in Duncansville.

¹³Record of Minutes, Altoona Suburban Home Company, June 3, 1898. ASHCo. records are in the collection of the Blair County Historical Society, Baker Mansion.

LLYSWEN NEIGHBORHOOD
HABS No. PA-5787 (Page 6)

In 1893 Lloyd paid the Baker estate a total of \$15,615.45 for three tracts of land: 17.2 acres in South Altoona, ninety-five acres known as Lakemont Park, and 100 acres that became Llyswen Section I. At the first stockholders' meeting of the Altoona Suburban Home Company in October 1894, he deeded only the Llyswen acreage to the company for the sum of \$50,000, paid in 800 shares plus \$10,000 to be paid out of profits from the sale of lots.¹⁴ Beyond the implication that the Bakers were, perhaps, land rich but short on ready development capital, this transaction also suggests how necessary Lloyd and the resources he controlled were to their development ambitions. Obviously all parties concerned expected to profit from Llyswen in the long run, but Lloyd stood to profit handsomely in the short term, with nearly a fourfold return on his investment at the outset.

Still, the nature of Lloyd's interest in a suburban venture at all, and in Llyswen in particular, is less than clear. Certainly profit was a prime motive, but Lloyd was already a wealthy man and very comfortably situated. Sylvester Baker and Edward Flick both lived either in or adjacent to the areas they developed, and thus had a doubly vested interest in the character and success of these places, but Lloyd had no such attachment to Llyswen. In 1895 he and his family lived at Maple Avenue and 22nd Street in an elaborate Victorian mansion designed for his father by Philadelphia architect Isaac Hobbs and built in 1873 at a cost of \$40,000. The house was set in an elaborate park encompassing two city blocks between Maple and Broad avenues.¹⁵ In 1896 his new "summer residence," an imposing Colonial Revival mansion designed by the Beezer Brothers in their usual highly ornamented style, was completed at Sunbrook Farm, Lloyd's hillside estate just outside of Duncansville. By 1900 Lloyd had moved out of Altoona altogether, to a grand "town house" in Hollidaysburg also designed by the Beezer Brothers. Together, his two residences represented an upper-class lifestyle divided between the business and social whirl of the city and the "off-season" retreat to private, country property, a lifestyle well beyond what the Altoona Suburban Home Company was constructing for the streetcar suburbanite at Llyswen.

Yet Lloyd took an active long-term interest in the kind of place Llyswen was to be. He was in close charge of the suburb's early years, as a director of the development company from its inception and its president until 1911.¹⁶ In 1904 his son, John, Jr., also became a director, and was appointed company attorney in 1909. More than once in these early years, the Altoona Suburban Home Company's annual stockholders' meeting consisted of the Lloyds and company treasurer C. A. Buch getting together in the senior Lloyd's office at the First National Bank to put an official and perfunctory stamp of approval on all business transacted in the preceding year. Certain details--such as the origin of the name Llyswen, how decisions as to lot size and arrangement were made, determinations as to the nature and extent of landscaping, or who was responsible for naming the streets after literary figures--are not recorded in the surviving company documents. However, the scope of John Lloyd, Sr.'s control during Llyswen's formative years assures us that whatever early decisions, if any, were not his, they were at least implemented with his approval.¹⁷

Beezer Brothers

If Llyswen's future as Altoona's aristocratic suburb was fixed by Lloyd's initial provisions for a particular physical character, it was sealed by a cooperative arrangement between the Altoona Suburban Home Company and the Beezer Brothers architectural firm to establish models for the suburb's architectural character. The development

¹⁴Deed books 99/523, 104/167. ASHCo minutes, October 30, 1894.

¹⁵From the caption of a photograph of the house hanging in Baker Mansion, in the collection of the Blair County Historical Society. The house is no longer there. Before his death, Lloyd donated the block along Broad Avenue between 22nd and 23rd streets to the city as a public park. It is now the site of the Jaffa Mosque.

¹⁶ASHCo. had a board of three directors until 1907, when the number was increased to five.

¹⁷ASHCo minutes, 1894-1911.

LLYSWEN NEIGHBORHOOD
HABS No. PA-5787 (Page 7)

company first hired Louis and Michael J. Beezer in 1894 to design the Llyswen streetcar station (HABS No. PA-5898) on Logan Boulevard at Whittier Avenue. The rustic but recognizably high-style building, finished in local river stone, so charmed streetcar goers that it became an instant landmark. It also proved tremendously photogenic in development company ads urging Altoonans to "Secure an Ideal Home at Llyswen." In payment for their design and for unspecified materials they supplied, the brothers accepted prime adjacent lots on Logan Boulevard one block south of the station. The arrangement was a sweetheart deal: the "Cottages," as the residences they built for themselves on these lots were popularly known, served simultaneously as model homes for Llysweners to emulate and as advertisements of the Beezer Brothers' exceptional design skills.

The affiliation with the Beezer Brothers was a coup for the development company. The twin brothers, originally carpenters from the Centre County town of Bellefonte, had opened an office in Altoona in 1892 after a year of professional architectural training in Pittsburgh. They were immediately successful. Altoona's elite embraced their picturesque style, which introduced an ambitious kind of sophistication to Altoona's neighborhoods by way of grand upright forms, substantial materials, and a profusion of ornamental details. The flamboyance--and naivete--of their first residential commissions, overwrought as they were with towers, bays, balconies, dormers, parapets, and balustrades, quickly matured into an easy but more restrained command of a traditional formal language. The brothers developed a keener sense of pleasing proportions and a feel for a balance of textures through the unity rather than the quantity of ornamentation. Brash experimentation evolved into a highly fashionable and distinctively Beezer design accent.

Their design for the Llyswen station clearly signalled this new self-assurance, a sorting out of their earlier confusions over the weight and function of "style." The building's "rightness" for its suburban situation depended upon a combination of massing and materials appropriate to images in the popular mind at the turn of the century, especially the association of suburban comfort with the countrified gentility of an English village. The Cottages continued the fashion with a similarly quaint, Anglo-European architectural syntax. Yet they were unlike anything else the Beezers built in Altoona, and the differences reinforce a particular image of Llyswen as distinct from other residential arrangements in the city. Compared to "town houses" they designed both before and after, the Cottages were informal, boxy, and solidly anchored to their sites in a manner appropriate to large suburban lots. Other differences from the brothers' intown designs included a wider variety of window types asymmetrically arranged; the use of shingles on the upper story, introducing curves and softening edges; and a front porch tucked modestly under the roof line, lending a simple economy to the street aspect--all elements of an architectural sleight of hand bent on conveying a false modesty, on masking generous scale with all the domestic signage of "cottage" proportions.

Houses the Beezers designed for Edward Flick's more-affordable Westmont development in 1896 were smaller, less-expensive echoes of the Cottages built on smaller lots, while the whimsical designs presented in their 1893 catalog as "Lakemont Cottages" were quaint in scale and ornament. On page 106 of their 1897 catalog is the clearest evidence that the Beezer Brothers, at least, believed Llyswen had--or should have--a unique architectural signature (Fig. 1.2). Their proposed cottage for Llyswen melded the most distinctive features of the Cottages and the Whittier Avenue station into a "modern" residence at once picturesque and unpretentious, reflecting high style at an affordable scale.¹⁸

When the Cottages were completed in 1895, there were only two or three other houses in Llyswen, and while the Beezers' residences were much admired, nothing quite like them followed. The brothers left Altoona for Pittsburgh in 1899, so heavily in debt that they forfeited their homes to creditors. Still, certain elements of the vocabulary they

¹⁸Michael and Louis Beezer, *Architecture--Practical and Theoretical*, (Altoona: privately printed, 1894). *Catalogue of Beezer Bros., Architects* (Pittsburgh: Percy F. Smith, 1897).

established persisted, largely due to the efforts and attentions of Patrick W. Finn, the contractor who built the Cottages and went on to build several of the larger houses that characterized the suburb's first generation. The basic vocabulary expressed in this generation was shingle-over-brick, a set-in front porch, a variety of decorative windows and the same cottage-writ-large play with scale. Complex roof treatments remained popular, often made more complex with conical towers, and several later cottages repeated the distinctive angle of the steeply pitched side gable. Because Llyswners built their homes independently, many chose to adopt some elements but not others, while others in the first generation chose to ignore the Beezer precedent altogether. Certainly no built response to the Cottages was ever as artfully conceived or as richly executed as the originals.

The diversity of architectural expression in Llyswn is clear evidence that it was not a planned suburb in any real sense. Although the Altoona Suburban Home Company encouraged the Beezer Brothers to set the fashion for its development, the company only sold lots; it did not build houses on speculation. It maintained, in fact, a laissez-faire policy toward the built form of its investment, a strategy that nonetheless had a determining effect upon the size, style, and type of houses built in Llyswn through the years. It is because the suburb's development was purposely left to the vagaries of the marketplace--a solidly Republican decision--that it is possible, after research and observation, to pick the threads of a chronology out of its architectural fabric.

First Generation, 1894-1909

The first construction in Llyswn began in January 1895 on a "dwelling house" at what is now 100 West Holmes Ave. The house was built by the Altoona Suburban Home Company at a cost of \$1,987.35 and not completed until November 1897. In the meantime the company completed two other buildings: the Whittier Avenue [Llyswn] Station (HABS No. PA-5898) (for \$3,441.10) and an adjacent house (now 216 Logan Blvd.) identified only as the "Jones House" in early account records. A corner of this house is visible in the photograph accompanying the already-cited ad for Llyswn in Illustrated Altoona, the Board of Trade's 1896 publication. Also visible are a few of the company's initial improvements: the grading and laying of walks; future shade trees planted and staked, especially along Logan and Coleridge avenues; and the laying of cinders for streets. Among original expenditures was also the outlay of \$1,365 to change the course of Mill Run; the extent of the alteration was not recorded.

The photograph in the Illustrated Altoona advertisement emphasizes Llyswn's streetcar accessibility and the specific character of the station's architecture, both highly imageable assets. It also implies that neither the Jones house nor the Holmes Avenue house were distinctive enough in themselves to fix Llyswn in the imagination of prospective homebuyers. That function was served by the Beezers' cottages, also featured in Illustrated Altoona,¹⁹ and by "The Oaks," (HABS No. PA-5894) an ornate, rambling Queen Anne-style residence built on a prominent Logan Avenue corner in 1896 by dentist J. B. Keefer. Still, the popular perception of Llyswn's character was not confined to one architectural style; two years after Harry and Harriet Bott put up a handsome Colonial house with clean, "modern" lines at 100 Coleridge Ave. (HABS No. PA-5872), PRR machinist Warren Weaver preferred a conservative Victorian for his Logan Avenue lot, while electrician Alexander McLaughlin chose to erect a big, plain box of a duplex just two lots away from the self-consciously quaint-and-cozy streetcar station.

By March 1906 the company had sold more than \$106,000 worth of lots in Section I, priced from \$400 to \$900, yet only a handful of houses were built in the years between 1895 and 1906 due to a delay in the laying of water pipes and sewer lines.²⁰ Llyswn's first building boom began in 1905 while these infrastructural problems were still being worked out, and consisted for the most part of three broad architectural types.

¹⁹ Clark, 92.

²⁰ASHCo. voucher, book, 1903-1911. Water and sewer installation problems during this period are chronicled in the company minutes.

LLYSWEN NEIGHBORHOOD
HABS No. PA-5787 (Page 9)

The first of these was a form locally known as the "Llyswen cottage," yet completely unrelated to the Beezers' Logan Avenue residences. At least eight of these two-and-a-half-story, three-bay, cross-gabled houses built between 1905 and 1907 are scattered throughout Section 1. The majority of them are remarkably similar in appearance and materials, even to identical interior millwork, and the compact efficiency of their three-rooms-to-a-floor plan has enabled most to survive with only superficial alterations. West Whittier Avenue has three Llyswen cottages in a row, at 203, 203-1/2 and 205; the example at 215 Ruskin Dr. is the only one built with a brick veneer. The modest, rather ordinary design may have come from a pattern book or even from the office of a local contractor; still, it is interesting to note the similarities between the Llyswen cottage type and a design by Louis Beezer featured in a real estate advertisement from the July 8, 1895, edition of the Altoona Tribune (Fig. 1.3).

There are only four or five examples of the first generation's second type. These are all houses that directly evoke published Beezer designs for cottages and may have been built from plans they drew, although no evidence for this assumption exists beyond a familiar expression of proportions and the combination of certain signature elements: shingles on the upper story, with either brick or clapboard below; a variety of decorative window types; an exaggerated expanse of roof with porches tucked underneath; and the side-gabled roof's distinctive pitch. It is also possible that these cottages were designed and built by contractors familiar with the Beezers' work, since all were constructed between 1904 and 1907, within eight years of the architects' move to Pittsburgh. The best examples are at 206 Logan Blvd. (HABS No. PA-5895) and 210 Holmes Ave. (HABS No. PA-5892).

What houses of the third "type" have in common is not so much stylistic similarity as an ambitious sense of scale. By 1909, according to the Sanborn Insurance map of that year, most of the lots on Logan and Coleridge avenues within the project area were built upon. These were Llyswen's most formal streets, and the majority of houses completed between 1902 and 1909 were larger and more elaborate than the two cottage types already discussed. Usually of two or two-and-one-half stories and as wide as they were tall, almost all of these houses presented a full-width columned porch and decoratively finished gabled dormers to the street. Hipped-roof houses had hipped dormers on the street facade. Corner houses were generally as deep as they were wide, with the added street interest of a corner tower, 314 Logan and 312 Coleridge (HABS No. PA-5888), a wraparound porch, 300 Coleridge (HABS No. PA-5884) and 200 Logan, or both, 201 Coleridge (HABS No. PA-5877).

Several first-generation houses, such as those at 201 and 312 Coleridge Ave., borrowed elements from the Beezer cottage vocabulary, but a more significant number exhibited the fashionable symmetry of the Colonial Revival style (HABS Nos. PA-5872, PA-5881, PA-5884, and PA-5891).²¹ The stylistic messages in all of these houses, however, are mixed, rendering a hodge-podge of late Victorian Queen Anne and Colonial Revival signs and features elaborating big, upright, boxy forms. Although well-built and often beautifully detailed, none of the builders followed through on the high-style precedent set by the Beezers or by the builder of "The Oaks."

The majority of Llyswen homeowners of this generation were of a comfortably situated skilled and professional middle class: doctors, dentists, and bankers; foremen, inspectors, machinists, and patternmakers for the PRR; carpenters, electricians, and general contractors; retail store owners and managers. In building for their families in this new setting, they often overlaid modern adaptive forms with at least the semblance of traditional order. The three-bay near-symmetry of the colonized houses at 209 Coleridge (HABS No. PA-5881) and 108 Holmes (HABS No. PA-5891), for example, both acknowledges and disguises the fact that the front entry is not entered, as it would be if it corresponded with a traditional central hall. Instead, the front door opens directly into one large front room that spans the full width of the house. This room is simultaneously (and informally) entry, stair hall, and living room, and is tacitly zoned by the door placement, which allows more living room than receiving area, but is still central enough to keep up Colonial-style appearances.

²¹The builder of the house at 302 Logan, completed in 1913, singularly combined both of these stylistic impulses.

The most impressive house of this generation, by virtue of size as much as for the grand confusion of its stylistic project, is Sylvester England's sixteen-room residence at 300 Coleridge Ave. (HABS No. PA-5884). England owned a downtown hardware and building supply business that specialized in roofing materials, furnaces, paints, and stoves. Externally, his house is the most telling example of the creative, individualized formal and stylistic combinations most of the Llyswen houses of this period represent. Its conventional central-hall plan, however, along with the modest size of its many rooms and the obvious economy of interior finishes and fixtures, suggests that for the Englands at least, status in the neighborhood was more a function of external appearances than provision for a high level of interior domestic refinement. In this regard the England house is the exception rather than the rule. The majority of first-generation homebuilders chose high-quality finishes for their interior spaces. Intricately carved colonnades separating more formal downstairs rooms, elaborate mantelpieces of marble or exotic woods, ceilings with sculpted plaster swags and medallions, and an impressive array of leaded, bevelled, and stained-glass windows survive in a number of first-generation houses.

Llyswen's two double houses were also built during this period, on hack-to-back lots at 210-12 Logan Blvd. (HABS No. PA-5897) and 213-13A Coleridge Ave. (HABS No. PA-5882) For many years, until financial hard times compelled a number of homeowners to divide large residences into rentable units, these duplexes were the only exceptions to the neighborhood's single-family residences.

Second Generation, 1909-18

No hard and fast date marks the point at which houses were no longer built to first-generation scale in Llyswen. The brick-and-shingle Queen Anne/Colonial at 302 Logan Blvd. (HABS No. PA-5899), built around 1913, clearly belongs to the early period, while the modest bungalow completed at 109 Browning Ave. in 1909 has more in common with the suburb's second generation of housing. The shift toward more modestly middle-class homes that began around 1909 coincided with a growing discontent among the Altoona Suburban Home Company's shareholders over the way the company was being run. The first hint that shareholders thought company management might be too inbred came at the annual meeting in spring 1907. Even though the company was doing well financially, paying a regular semi-annual dividend of 4 percent, shareholders voted to expand the board of directors from three members to five, including A. W. Beckman specifically representing the Baker family's interests.²²

The Bakers were unhappy with John Lloyd, Sr.'s virtual monopoly over decision making, especially those regarding the provision of utility services at Llyswen by companies Lloyd controlled. At a board of directors' meeting in November 1909 at which John Lloyd, Jr., was appointed company attorney, Beckman voted against a proposed contract with an outside company to lay cast-iron water pipe in Section III, citing irregularities in the agreement between the pipe company and Lloyd's Allegheny Water Company over which would own the new pipe. Beckman's dissension escalated into a full-scale power grab at a special meeting two years later, when he voted against the approval and confirmation of sales from the preceding year and against approval of the actions of the officers--a motion that had been a mere formality at all meetings up to that point. Walter Moser, company manager and general sales agent, resigned, and at the shareholders' meeting the following week Beckman, claiming that many lots had been sold on terms unfavorable to the company, had an independent auditor's report read into the record. At issue was the sum of \$1,967.62 somehow due the company, although who owed the money is not clear from the annual report.²³

²²Beckman was a son of Louise Baker Beckman, Sylvester's sister.

²³It was eventually recovered from "sundry purchasers." The information in this section on the internal business of the Altoona Suburban Home Company is condensed from the Record of Minutes of shareholders' and board of directors' meetings from 1893 through the company's dissolution in 1926; a voucher book recording financial transactions from 1903 through 1911; and account books for 1894-95 and 1895-87.

In the vote for directors that immediately followed this action, both Lloyds were defeated. The new directors appointed Beckman president, manager, general sales agent, and company attorney. His first action was to move the company offices from the First National Bank Building to his own office in the Central Trust Building. A resolution "that the company continue its policy of voluntary liquidation during the coming fiscal year," passed at the 1912 meeting, is the first mention in the records of such a policy. The Lloyds were represented by proxy at this and most subsequent meetings. A year later the directors, grumbling once again over the poor outlook for sewer arrangements with the city and county, agreed that the sale of lots would not be pushed until the longstanding problem of sewage disposal in Sections II and III was solved.²⁴ Neither a resolution to proceed with voluntary liquidation nor one to proceed with and press the sale of lots received a majority vote at the shareholders' meeting.

In 1914 F. Woods Beckman replaced the deceased A. W. Beckman as president and manager of the development company. Frustrated Treasurer John Cree asked fellow directors that year what the company's policy should be toward promoting the sale of lots, since they could not assure purchasers of proper sewage facilities and some lot owners were abandoning payment on property already contracted. In 1916 the company turned several of these forfeitures over to an attorney. Throughout this period, lot sales in all three sections were at a near standstill: nine sold in 1910, two in 1911, one in 1913, three in 1914, five in 1915, and four in 1918.²⁵ In 1917 the directors adopted a resolution to pursue a new and aggressive sales policy. The minutes of that meeting also include the first notation that certain lots were being leased for cultivation, but company accounts from as early as 1903 show receipts for the sale of various vegetable crops, including carrots, cabbages, and tomatoes. James Spence, who was born in the house at 312 Coleridge (HABS No. PA-5888) in 1909, remembers fields of corn across the street from his house and on Halleck Place when he was a boy.²⁶

Whether or not there was a connection between the fading of John Lloyd, Sr.'s influence over the development company and its accumulating problems, the fancy of the local "aristocracy" turned elsewhere. Seemingly overnight the suburb--especially Section I--had fallen out of fashion, and the era of grand, showplace residences was over. The houses built during this period signal a changing public perception of the kind of neighborhood Llyswn was as much as they reflect the more modest means of its new residents. New houses were smaller, plainer, more conservative in many ways, and more stylistically dependent upon the familiarity of basic architectural signs such as a distinctive roof form and/or a wide, shady, symmetrically "Colonial" front porch. An unusual number combined side- or cross-gambrel roofs with full-width columned or brick-pillared porches in several Dutch Colonial variations. These were usually one-and-one-half-story houses, often with brick veneer on at least the first story. The best examples are at 211 Ruskin (HABS No. PA-5906), 108 Wordsworth (HABS No. PA-5911), 104 Coleridge*, and 109 Browning. Two-and-a-half-story versions of the same theme at 303 Coleridge (HABS No. PA-5885) and 312 Morningside are finished in brick and shingles and clapboard and shingles, respectively. The fad for gambrel roofs in Llyswn peaked and faded during this period.

A particular kind of bungalow also began to appear in Llyswn after 1909. These were fairly individualistic suburban residences, suggesting ease and relief from city cares. What they had in common were low, horizontal profiles, large sunny rooms, modern "circulating" floor plans, and at least the impression of customized detailing. The examples at 107 Browning (HABS No. PA-5870) and 109 Coleridge (HABS No. PA-5875) epitomize the relaxed, back-to-nature character of the Craftsman bungalow, along with the Craftsman aesthetic's emphasis on straightforward, "handcrafted" detail and construction and its association with community values. The porches of these houses are semi-public extensions of private family spaces. Wood is the "organic" material of choice, while

²⁴Sections II and III are on lower ground than Section I, have poorer drainage, and are more vulnerable to flooding from Mill Run.

²⁵Forfeitures of seven lots in 1911 and eleven more in 1916 cancelled out lot sale figures for 1912, 1916 and 1917.

²⁶Interview, July 18, 1989.

the "honest" expression of structural elements is the primary decorative motif.

Of all the homes built during Llyswen's second generation of housing, the two-story brick foursquares at 101 (HABS No. PA-5873) and 103 Coleridge Ave. are the clearest indicators of the extent of change in the neighborhood. Llyswen's planners provided large lots for their suburban vision, in keeping with the high-status ideal of a home surrounded by private property, commanding its own grounds. In 1915 Percy Rich, the coal company operator who lived at 100 Coleridge (HABS No. PA-5872), bought the 75' lot across the street from his home, subdivided it, and built identical speculation houses on the half-lots. Apparently Rich was unconcerned that this type of development might undermine the value of his own home. Nor was he motivated solely by profit, since he eventually sold one of the houses to the Presbyterian church on the corner for a modest sum. What this Llyswen resident did was exert a kind of conservative control over his own environment in a manner that seemed, to him, both reasonable and appropriate. The development company was in a weakened financial condition; meanwhile, outside speculators were beginning to buy, subdivide, and sell Llyswen lots, often building new houses that were not up to first-generation standards. By offering for sale two respectably brick houses of respectable proportions, Percy Rich may have sought to redefine and preserve the architectural standard for Coleridge Avenue rather than leave it to the abuses of newcomers or outsiders. As the seller, he had the additional power to choose who his neighbors would be. Several similar houses were built in other parts of Llyswen between 1915 and 1930, including the one at 105 Coleridge.

Third Generation, 1918-29

The third generation of housing in Llyswen spanned the years between the end of World War I and the stock market crash of 1929. In the general post-war housing boom, the fortunes of the Altoona Suburban Home Company temporarily rallied. City officials agreed in 1919 to run sewer lines along the streets and alleys of Section III if the company's directors would take care of the necessary deed adjustments. The following year, the development company sold twenty-seven lots in Section III and nine more in Sections I and II. Shareholders received an 8 percent dividend, the first in years and the largest ever. Seventeen lots sold in 1921, forty-nine in 1922, and fifty-two in 1923.²⁷

The home of choice in Llyswen in the 1920s was the one-and-a-half-story side-gable bungalow, with cottage windows and a full porch supported by battered brick columns. There are eight such residences on Coleridge Avenue alone. The one at 202 Coleridge (HABS No. PA-5878) was built on speculation in 1922 for Jacob Miller, a small-scale investor/developer who lived on Logan Boulevard in Section III. A rather standard middle-class bungalow for the period, it is unusual in the Llyswen context because it has clapboard siding and occupies a 60' wide lot. The house next door at 204 Coleridge (HABS No. PA-5879) and its mirror image at 204A are much more typical. These were built by developer John Seeds, who bought and sold several lots along Coleridge Avenue in the 1920s, subdivided two of them, and built these modest, no-frills, cookie-cutter houses on narrow lots that left no room for a driveway or garage.²⁸ Seeds turned a quick profit on bungalows so well-built, spacious, and modern in their layout that they survive today virtually unchanged.

Many lots on Llyswen's interior avenues were woods and fields as late as the 1950s, but when prospective homeowners began clearing corner lots on Wordsworth and Morningside Avenues in the 1920s, they built wide, comfortable, brick-veneered bungalows surrounded by sweeping lawns, like the example at 308 Wordsworth (HABS No. PA-5913) completed in 1927.

²⁷ASHCo. Record of Minutes.

²⁸215 and 215A Coleridge Ave. occupy the other subdivided lot.

LLYSWEN NEIGHBORHOOD
HABS No. PA-5787 (Page 13)

The only high-style residence from the third generation was the large brick Prairie-style home architect Julian Millard designed for Jacob and Ida Brett at 208 Logan Blvd. (HABS No. PA-5896) The west side of Logan Boulevard between Ward Avenue and Mill Run was still the most prestigious address in Llyswen, but by 1925 all the lots were built upon. The Bretts had an existing house demolished in order to have this impressive residence built by Altoona's most progressive architect. The oversized front porch conveys the exaggeration of scale Millard used as a theme in his design. Inside, the more public rooms are also grand in scale, and many rooms throughout the house had custom panelling and built-in features. All of the second-floor rooms open off of a gallery surrounding a central open stairwell. The Brett house was the last addition to Logan Boulevard in the project area.

On February 24, 1926, the directors and stockholders of the Altoona Suburban Home Company voted to dissolve the company and distribute the remaining assets. Fewer than ten lots remained unsold in all of Llyswen. Out of 2,832 shares, 1,291 were held by the estate of John Lloyd, Sr., who had died in 1921, and 1,420 by the Baker estate. All cash and most of the accounts receivable were directed to the Lloyd interests, while all remaining real estate and a small portion of accounts receivable went to the Bakers.²⁹ Three years later, on January 7, 1929, the city annexed Llyswen along with South Altoona, Lakemont Terrace, Eldorado, and Roselawn--the largest annexation in its history.

Fourth Generation, 1930-49

Several annexations of outlying suburban areas in the late 1920s stretched Altoona's service obligations beyond the city's capabilities at a most inopportune time. The Depression hit Altoona--and Llyswen--very hard. The trail of building histories through the 1930s is strewn with bankruptcies, foreclosures, and sheriff's sales of homes to cover defaulted loans. Although many properties changed hands during this period, there was almost no new residential construction. A number of Llyswen homeowners found their circumstances so reduced that they were forced to subdivide their own homes for extra income. Some converted an upstairs into a separate rental unit, occasionally adding an outside stairway as a private entrance. The number of renters in the neighborhood also increased as more banks became landlords of foreclosed properties.

When Boh and Leone Schmittle moved to 208 Coleridge (HABS No. PA-5880) in 1932 there were no streetlights in the neighborhood. Coleridge Avenue, which did not then cross Mill Run, was paved with cinders, with only a narrow strip of asphalt down the middle. Even Logan Boulevard, a major thoroughfare, had pavement only on its west side as late as 1940, and side streets in Llyswen were still either scraped dirt or cinder roads, little changed from the suburb's early days when homeowners went out after a hard rain with wheelbarrows and shovels to patch the roads. As late as the 1940s, a large elm tree grew in the middle of Browning Avenue. Only after World War II was the city able to extend street lighting and paving to its new areas.³⁰

Few people had the secure income or reserve of savings necessary to undertake the building a new home during this time. One who did was I. Bruce Stuckey, a letter carrier for the U.S. Postal Service who had lived and raised his family at 104 Halleck Pl. since 1904. The spacious brick house Stuckey built next door at No. 106 (HABS No. PA-5890) in 1932, however much it appeared to convey the owner's comfortable means, was originally an income property. The Stuckeys did not make it their home until 1951.

Although the wartime build-up of the PRR re-established a semblance of job security in Altoona in the first half of the 1940s, material shortages and war-effort priorities kept building to a minimum. At least two houses built in Llyswen during this period--317 (HABS No. PA-5903) and 318 (HABS No. PA-5904) Morningside Ave.--were

²⁹ASHCo. Record of Minutes.

³⁰Interviews: Schmittle, Spence, Leopold, Henninger.

"handmade" by their young owners out of salvaged materials and built on inherited lots. Emil Engelman used windows, doors, columns, and moldings from the Cricket Club and other demolished buildings. Glenn and Doris Henninger recycled lumber from decommissioned boxcars for the frame and walls of their unusual house.

Fifth Generation, 1949-70s

There are few vacant lots in the project area today, but even after World War II many of Llyswen's interior properties--along Browning, Wordsworth and Morningside avenues and Halleck Place--remained undeveloped. There were several reasons why so many buildable lots stood empty. During the early years of the Altoona Suburban Home Company's success, when Llyswen's reputation as the aristocratic suburb was being reaffirmed by every new house going up on Logan Boulevard and Coleridge Avenue, a number of Altoonans of lesser means purchased less expensive lots along the interior avenues. Over the years, many of these owners took no action concerning their properties. Some may have intended to build homes but never quite gathered the resources. Others may have been satisfied with simply owning a patch of land in a good area--a traditionally secure investment in an otherwise rocky economy. Several lots went unbuild because a series of owners suffered ongoing financial difficulties.

All three of these conditions apply to the history of 208 Browning Ave. (HABS No. PA-5871), an oversized lot with equal frontage on Wordsworth Avenue. The house that occupies the site--a straightforward cottage stretched to mimic ranch-style houses of the period by the addition of a two-car garage--was built in 1951 for Joseph and Mary Ann Lamont, who bought the lot from a Llyswen couple who had owned it for twenty-six years. Another example, the tri-level residence built in 1966 at 300 Wordsworth (HABS No. PA-5912), occupies one of the unsold lots left to the Baker estate when the Altoona Suburban Home Company settled its accounts in 1926. After the lot was finally purchased in 1929, consecutive owners held it for sixteen and twenty-three years. Several lots on Wordsworth have similar histories. The lot at 216 Coleridge (HABS No. PA-5883) was originally purchased in 1903, but not built upon until the present contemporary, stone-veneered ranch house was constructed for new owners in 1961. The vacant property had belonged to one family for thirty-eight years, passed from one generation to the next until the family donated it to the Llyswen Methodist Church. The church explored the feasibility of building a new sanctuary on the site until the Synod council rejected the idea, citing inadequate parking space.

That conservative, ranch houses with attached garages were built on two of the three properties described above is no coincidence. Ranch houses prevailed on Llyswen's late-blooming lots from the 1950s into the '60s. By the late 1960s, however, tri-level houses with modernized and highly abbreviated Colonial-style ornamentation were the most popular additions to Wordsworth and Morningside avenues. The broad asphalt driveways and two-car garages all these houses had in common became the signature elements of Llyswen's new residential architecture.

Older residences, meanwhile, were falling on hard times. More large old houses were converted into duplexes and apartments in the 1950s and '60s than in the 1930s, for a number of reasons. With little in the way of major local industry, these decades were not as prosperous in Altoona as they were in many other parts of the country. Llyswen's original housing stock was aging, requiring ever-increasing outlays of cash for basic upkeep, utilities, and modernization. Many home conversions were the decisions of elderly widows left with big, drafty houses and dwindling resources. Property owners able to invest in maintenance or remodeling invariably opted for energy efficiency and longterm savings. The most obvious marker of this pragmatic impulse was a popular taste for aluminum and vinyl siding that has since swept the neighborhood.

1970-80s

Llyswen's setting has changed dramatically in the last two decades, even if its fabric has not. The neighborhood is now surrounded by Altoona's busiest thoroughfares. The city's conversion of Coleridge Avenue into a through street in the 1960s led to a significant change in the character of that street in the years that followed,

LLYSWEN NEIGHBORHOOD
HABS No. PA-5787 (Page 15)

as more and more shoppers used Coleridge as a shortcut to the retail strips and malls south of the city. Commercial development along Logan Boulevard also presses upon Llyswen's limits, and in the last several years residents have organized to oppose the encroachment of commercial interests and parking lots upon residential property. The Llyswen Neighborhood Association has successfully opposed several such threats to neighborhood integrity, but it was recently unable to prevent an insurance agency from paving the rear lot at 218 Logan Blvd. (HABS No. PA-5898), and the organization's efforts to reduce traffic on Coleridge have met with little cooperation.

The neighborhood's demographics have also changed in recent years, in large part because of the age and condition of its housing stock. Llyswen's first-generation houses were some of the finest in the city, built to last by the best craftsmen available and supplied with the most "modern" features. But tastes, along with popular standards of comfort and efficiency, changed. By the 1970s and early '80s the majority of these houses were so devalued that young couples and families could better afford a turn-of-the-century Victorian than a modern new home. A considerable number of old Llyswen houses are also being preserved and restored by middle-aged and retired residents who grew up in or around the neighborhood--or one just like it. The current owner of the house at 201 Coleridge (HABS No. PA-5877) first admired it as a child on his way to the candy store. Newcomers attracted by Llyswen's reputation and antique look and feel chose to invest in preserving its neighborhood identity, a very real quality of the place that obviously has little to do with architectural unity. The suburb's identity depends instead upon front porches, quiet streets, open yards under a canopy of trees, and a mix of houses and people within a middle socio-economic range--features designed into it from the beginning.

Services and Institutions

Llyswen's original physical plan made no provision for churches or schools. Baker Elementary School (HABS No. PA-5908) was built in 1907 on land provided by the Baker family. Its original four classrooms and bell tower were balanced in 1915 by a western addition of four more classrooms, a necessary expansion as the school's strong reputation attracted young families to the suburb. Expansion plans in the late 1950s and again in the late 1980s required school district officials to pay close attention to neighborhood apprehensions over the school's growth, especially when it threatened to engulf residential property.

Llyswen's two churches developed independently during the suburb's earliest years. The Methodist church began in 1905 as a small group meeting in a private home. A year later they bought a corner lot at Coleridge Avenue and Halleck Place (HABS No. PA-5887), and ten years later dedicated the building that stands there today. Before their first chapel was constructed they shared a small building on Ward Avenue with the new Presbyterian congregation. The Presbyterians first came together in Lakemont Terrace in 1904, moved to a temporary chapel in South Altoona in 1906 on Baker-donated land, then moved that building to Llyswen in 1911. The present church (HABS No. PA-5909) was built and dedicated in 1913. Both congregations are small but draw members from other parts of the city.

The neighborhood's most fondly remembered "institution" is Frank Zimmerman's old store at 305 Coleridge Ave. (HABS No. PA-5886) "Zimmie's" functioned as Llyswen's social center from the day it opened in 1906 until he died in 1963. The store carried groceries, hardware, every manner of goods and notions--even shoes and tires--but its real attractions were the soda fountain, the pot-bellied stove that stood in the middle of its one long room, the company of friends and neighbors, and Frank Zimmerman's fondness for gossip. Zimmie sold everything on credit; even neighborhood children had confidential "candy accounts" at his store. In the stable behind the store he kept a horse and wagon for deliveries. The building at 305 Coleridge is too changed today to recognize as the neighborhood haven it once was.

Llyswen's other store was the grocery at 208 Coleridge (HABS No. PA-5880), first opened in 1916. It had a string of short-term proprietors through its early years until Bob and Leone Schmittle bought it in 1932. Like

Zimmie, the Schmittles lived above their store, sold on credit, made deliveries all over town and stayed open late--until 9 P.M. They ran a meat counter for many years and also offered general merchandise. They retired in 1974 to a bungalow across the street from the store, which has since been converted into apartments.

Seward's Drugstore was a popular hangout on the east side of Logan Boulevard just north of Llysven. It opened in the 1930s with a soda fountain and booths but no prescription drugs. Eventually Walter Seward added a room in the back with a jukebox for dancing. Across the boulevard was the Rivoli Theater and Sparks' Garage, which had a roller-skating rink on the top floor.³¹

Llysven has never had an official park. In the 1910s men in the neighborhood converted vacant lots on Wordsworth just south of Holmes into a makeshift playground with swings, sandboxes, a slide, and a baseball field. This was maintained for several years. Kids could also hike to Highland Park or even to "Soggy Swamp," a marshy area that is the present site of the Giant Eagle grocery store. Later, ball fields and tennis courts were constructed at Mansion Park, now the recreation facility for the local school district.³²

Llysven

Like Altoona, Llysven's fortunes have fluctuated with the tides of the national and local economies. Its built environment is a clear record of changing perceptions of what "middle-class" means and has meant in Altoona society. But the mix of old and new inflections in Llysven's fabric is one factor that keeps the neighborhood vital and interesting enough to attract new residents and keep old ones. A significant number of Llysveners stay, into the third and fourth generations, forming a pool of memory that constantly refreshes not only itself but the community as a whole. Few Llysven residences have fundamentally changed; most have been modernized only internally. Eventually buildings are worth adapting and preserving because they carry meaning that goes deeper than function, positive associations that have little to do with architectural fashion or judgments of "quality."

Llysven has historically been a place where different ends of a one-class spectrum met and mingled. Those from the sparer end were welcome to pull themselves up by the bootstraps of Llysven's popular reputation, so solidly established by the flush of that first housing generation at the turn of the century. But even that social transaction had "polite" rules, understood but unspoken. Only one family of color, for instance, lived in Llysven during the building years. "Middle class" was as exclusive a distinction as it was inclusive.

Still, the mix in the neighborhood--of people, of styles, of architecture--is a remarkable accomplishment. Why didn't Llysven flourish as a reserve of the upper-middle class as its planners intended? One resident has ironically and insightfully suggested that architectural fashion thwarted John Lloyd, Sr.'s, intentions.³³ The aesthetic and technological conservatism of Llysven's first-generation designers and builders made their big houses virtual dinosaurs as soon as they were completed. Llysven was built in the vocabulary of an era that was passing. This was not just a local phenomenon; many similar ventures in towns across the nation in the 1890s met a similar fate, because Victorian architecture was already "marked": it wasn't practical or efficient or even comfortable in the technologically new senses of those criteria. More "modern" development was going on in Section III, and an important factor in Section I's quick fade was the conflicting interests of the Altoona Suburban Home Company. Prices in Section III were higher, the layout more classical, the deed restrictions more restricting: the company itself awarded Section I its "B" status in the marketplace.

³¹Interviews: Spence, Leopold, Miragliotta, Henninger.

³²Interviews: Spence, Leopold.

³³Interview: Kern.

LLYSWEN NEIGHBORHOOD
HABS No. PA-5787 (Page 17)

Architectural fashion aside, however, the company's close attention to development in the project area through the first two housing generations helped shape the highly desirable residential character that solidified Section I as a distinct neighborhood. This character, both modified and reinforced by individual architectural responses to market forces over subsequent years, survives today as a vital expression of Llyswen's--and Altoona's--living history.

LIST OF SOURCES

A. Maps:

- 1859 Map of Blair County, Pennsylvania. Philadelphia: Geil and Freed, 1859. 1983 reprint by Blair County Genealogical Society.
- 1870 Map of the City of Altoona, Blair County, Pennsylvania. Philadelphia: F. B. Roe, C.E., 1870. Reprinted in Altoona Mirror, August 6, 1949.
- 1872 Bird's-Eye View of Altoona, Pa. Fowler and Bailey, 1872.
- 1873 Nichols, Beach. Atlas of Blair and Huntingdon Counties, Pennsylvania. Philadelphia: A. Pomeroy & Co., 1873.
- 1882 Map of the City of Altoona, Blair County, Pennsylvania. Philadelphia: H. E. Kaufmann, 1882.
- 1888 Altoona, Pennsylvania. New York: Sanborn Map and Publishing Co., Ltd. January 1888.
- 1894 Insurance Maps of Altoona, Pennsylvania. New York: Sanborn-Perris Map Co., 1894.
- 1898 Map of Altoona, Pennsylvania. Harvey Linton, City Engineer. Pittsburgh: R. L. Polk and Co., 1898.
- 1909 Insurance Maps of Altoona, Blair County, Pennsylvania. New York: Sanborn Map Co., 1909.
- 1922 Insurance Maps of Altoona, Blair County, Pennsylvania. New York: Sanborn Map Co., 1922, supplemental sheets.
- 1932 Insurance Maps of Altoona, including Newburg, Lakemont, Sylvan Hills, East Altoona, Greenwood, Coburn, part of Logan Township and part of Allegheny Township, Pennsylvania. New York: Sanborn Map Co., 1932.
- 1951 Insurance Maps of Altoona, including Newburg, Lakemont, Sylvan Hills, East Altoona, Greenwood, Coburn, part of Logan Township and part of Allegheny Township, Pennsylvania. New York: Sanborn Map Co., 1932. Revised to 1951.
- 1983 Zoning Map of Altoona. January, 31, 1983.
- 1988 Altoona. Cincinnati: Pathfinder Publications, 1988.

B. Drawings:

LLYSWEN NEIGHBORHOOD
HABS No. PA-5787 (Page 18)

- Gloeker. Plans of Penn Alto Hotel Addition, 1928. Collection of Maurice and Mary Lou Lawruk, Altoona.
- Hersh and Sollar. Eleven blueprints of proposed Masonic Temple addition, 1925-26. Collection of Maurice and Mary Lou Lawruk, Altoona.
- Millard, Julian. Fifth-floor plan, Brett Building, 1922. Collection of Leonard S. Fiore, 5506 6th Ave., Altoona.
- Puderbaugh, D. George. Plans, sections and elevations of the Eagles Building, March 9, 1912. Collection of James S. Kasun, 302 Coleridge Ave., Altoona.
- Stevens, George H. and Co. Blueprints of proposed floor plans, Penn Alto Hotel, 1919. Collection of Maurice and Mary Lou Lawruk, Altoona.
- Westover, Albert. Plans, sections, and elevations of the Mishler Theatre. Collection of Blair County Arts Federation.
- Windrim, James H. Fourteen blueprints of Masonic Temple, 1889. Collection of Maurice and Mary Lou Lawruk, Altoona.

C. Interviews:

- Leopold, Anna and Louis. Llyswen residents. Correspondence with Kim E. Wallace, August 16 and September 11, 1990.
- Murray, Lloyd. Past Worshipful Master, Mountain Lodge No. 281, Masonic Order. Interviewed by Alison K. Hoagland, July 6, 1988.
- Pacifico, Fred. Former employee of the Pennsylvania Railroad. Interviewed by Alison K. Hoagland, January 20, 1989.
- U.S. Department of Commerce, Bureau of the Census. Statistics gathered over the telephone.
- Commercial Center interviews conducted by Nancy Spiegel: see bibliographies of HABS Reports in Appendix A.
- Fourth Ward interviews conducted by Susan Garfinkel:
- Ida Ficker and Bertha Duffy, residents, August 18, 1989.
 - Kimmel descendant, 1231 2nd Ave., August 7, 1989.
 - George Sheedy, grandson of George Klesius, August 18, 1989.
- Llyswen interviews conducted by Kathy Edwards:
- Sara Coon, resident, 312 Coleridge Ave., August 19, 1989.

LLYSWEN NEIGHBORHOOD
HABS No. PA-5787 (Page 19)

Geraldine Engelman, resident, 318 Morningside Ave., June 18, 1989.

Philip and Sandra Fry, residents, 312 Logan Blvd., July 22, 1989.

W. Glenn and Doris Henninger, residents, 317 Morningside Ave., August 11, 1989.

Melvin and Sissy Kedane, residents, 204 Logan Blvd., July 15, 1989.

Robert and Grace Kern, residents, 5410 Montrose Ave., August 7, 1989.

Kirk and Shawn Leidy, residents, 206 Logan Blvd., July 15, 1989.

Louis and Anna Leopold, residents, 101 Halleck Pl., July 22, 1989.

Dolly Kennedy Miragliotta, resident, 409 Logan Blvd., July 23, 1989.

Bob and Leone Schmittle, residents, 211 Coleridge Ave., August 15 and 19, 1989.

Robert Seymore, resident, 208 Logan Blvd., August 16, 1989.

James E. Spence, Jr., resident, 314 Coleridge Ave., July 15 and 18, 1989.

Norma Wyerman, resident, 308 Logan Blvd., July 15, 1989.

D. **Bibliography:**

1. City Directories:

- 1870 Lant, J. H. Blair County Directory for 1870-71. Altoona: Advance News Co., 1870.
- 1873 Greevy, Thomas H. Greevy's Altoona City Directory 1873-74. Altoona: Altoona Sun Print, 1873.
- 1878 Renner, William H. Renner's Altoona City Directory, 1878-79. Altoona: Barclay Brothers Sun Steam Printers, 1878.
- 1880 The Altoona Directory, 1880-1881. New York: Webb Brothers & Co., 1880.
- 1882 Renner, William H. Renner's Altoona City Directory, 1882-83. Altoona: Barclay Brothers Sun Steam Printers, 1882.
- 1886 Clark, Charles B. C. B. Clark's Altoona City Directory for 1886. Altoona: Barclay Brothers Sun Steam Printers, 1886.
- 1888 _____. C. B. Clark's Altoona City Directory for 1888. Altoona: Barclay Brothers Sun Steam Printers, 1888.
- 1890 _____. Clark's Directory for the City of Altoona, Pennsylvania, for the Year 1890. Altoona: Barclay Brothers Sun Steam Printers, 1890.

LLYSWEN NEIGHBORHOOD
HABS No. PA-5787 (Page 20)

- 1891 _____. Clark's Altoona City Directory and Year Book, 1891. Altoona: C. B. Clark, 1891.
- 1892 Gazette Co. Directory of the County of Blair, 1892. Altoona: Gazette Co., 1892.
- 1893 Clark, Charles B. Clark's Altoona Directory, 1893. [no title page]
- 1896 Polk, R. L., & Co. R. L. Polk & Co.'s Altoona Directory. Pittsburgh: R. L. Polk & Co., 1896.

Polk continues to publish Altoona's city directories. Those consulted were: 1898-99, 1900-01, 1904-05, 1906-07, 1912-13, 1914-15, 1917, 1919, 1925, 1927, 1930, 1926, 1939.

Also, Directory of the City of Johnstown. Johnstown: Frank C. Hoerle, 1901.

2. Newspapers:

Altoona Mirror, especially the city's centennial issue of August 6, 1949. Also clippings files on historical matters and obituaries.

Altoona Tribune, especially the newspaper's semi-centennial issue of January 15, 1916.

3. Primary Sources:

Archives, Mountain Lodge No. 281, Free and Accepted Masons, Altoona.

Blueprints of architectural drawings: 14 signed by Windrim (1889); 11 signed by Hersh and Shollar (1925-26); and one of an undated storefront. Masonic Temple, 1111-19 11th St., Altoona.

Building Record and Tax Assessment Books. Blair County Tax Assessment Office, Blair County Courthouse, Hollidaysburg, Pa.

Deed books, Recorder of Deeds, Blair County Courthouse, Hollidaysburg, Pa.

Herman Haupt Letterbook, Historical Society of Pennsylvania, Philadelphia, Pa.

Improved Order of Redmen. Membership records, account books, and ceremonial materials belonging to Orinoco Tribe No. 424. Charles B. Dudley House, Altoona.

Penn Alto Hotel. Scrapbooks, correspondence, and other materials relating to the Chamber of Commerce campaign to build the hotel, 1918-1950s. Penn Alto Hotel, Altoona.

Pennsylvania Railroad Board of Directors' Meeting Minute Books, MG 286, Pennsylvania State Archives, Harrisburg, Pa.

"Special Warranty Deed. From the Frohsinn Sing-Sing Society To The Honorable (More or Less) Georgius Adamus Klesiusinsky," June 7, 1950. Collection of George Sheedy, Altoona, Pa.

U. S. Department of Commerce, Bureau of the Census. 1870, 1880, 1900 manuscript census on microfilm.

4. Secondary Sources:

Adallis, D. Thirty-fifth Anniversary: Altoona, Pa., Greek-American Colony 1898-1933. Altoona: Privately printed, n.d.

Africa, J. Simpson. History of Huntingdon and Blair Counties, Pennsylvania. Philadelphia: Louis H. Everts, 1883.

Agudath Achim Synagogue: The First 100 Years. Altoona: Privately printed, 1983.

Altoona-Blair County Chamber of Commerce. 100th Anniversary Celebration. February 19, 1987.

"Altoona Chamber in New Home," The American City 12 (April 1915): 327.

Altoona. Chamber of Commerce booklet, 1925.

Altoona Centennial Booklet: Noteworthy Personages and Historical Events, 1849-1949. Altoona: Privately printed, 1949.

Altoona Charter Centennial Committee. Altoona Charter Centennial, in Commemoration of the Establishment of the Charter of the City of Altoona, February 1868: An Account of Notable Events in the Founding and Growth of the City of Altoona, Pennsylvania, 1868-1968. Altoona: Privately printed, 1968.

Altoona Mirror Year Book. Altoona: Mirror Printing Co., 1916.

"Altoona: One-Company Town in Search of Industry," Business Week (May 10, 1952): 76-82.

"Altoona, Pa. Renewal Program 'Bold But Practical'," The American City 73 (June 1958): 108.

Altoona, Pennsylvania. Chamber of Commerce booklet, 1939.

"Altoona Progress Week--Suggestions to Speakers and Altoona Progress Facts," (Altoona: Chamber of Commerce, 1927), typescript. Baker Mansion Library.

The Altoona Story of Industrial Development. Chamber of Commerce booklet, 1956.

Altoona-Johnstown Diocese. The Cathedral of the Blessed Sacrament. Altoona: Privately printed, n.d.

"Altoona's Angle," Business Week (June 4, 1949).

"Anniversary Program, Llyswen Methodist Episcopal Church," February 16-23, 1936.

Art Work of Blair County. Chicago: The W. H. Parish Publishing Co., 1893.

Beeler, Richard E. A History of the First Evangelical Lutheran Church of Altoona, Pennsylvania. Altoona: Privately printed, 1955.

Beezer Brothers. Architecture -- Practical and Theoretical. Altoona: Privately printed, 1894.

- _____. Catalogue of Beezer Bros., Architects. Pittsburgh: Percy F. Smith, 1897.
- _____. Beezer Brothers, Architects. Pittsburgh: Eichbaum Press, 1899.
- Bodnar, John. "Immigration and Modernization: The Case of Slavic Peasants in Industrial America," in American Working Class Culture: Explorations in American Labor and Social History, ed. Milton Cantor. Westport, Conn., 1979.
- Bowen, Eli. Pictorial Sketchbook of Pennsylvania. Philadelphia: W. P. Hazard, 1852.
- Burgess, George H., and Miles C. Kennedy. Centennial History of the Pennsylvania Railroad Company, 1846-1946. Philadelphia: The Pennsylvania Railroad Company, 1949.
- Burns, George. Living It Up or They Still Love Me In Altoona! New York: G. P. Putnam and Sons, 1976.
- _____. Centennial Anniversary and Historical Sketch, 1842-1942: The First Baptist Church. Altoona: Privately printed, 1942.
- Chandler, Alfred D., Jr. The Visible Hand: The Managerial Revolution in American Business. Cambridge, Mass.: The Belknap Press of Harvard University Press, 1977.
- Clark, Charles B. Illustrated Altoona. For the Board of Trade. Altoona: Privately printed, 1896.
- _____. Semi-Centennial History of Blair County. Altoona: Privately printed, 1896.
- Custer, Edgar. No Royal Road. New York: H. C. Kinsey & Co., 1937.
- Davis, Tarring S., ed. A History of Blair County, Pennsylvania. Harrisburg: National Historical Association, Inc., 1931. Volume I.
- Detwiler, Mary E. History of Altoona 1849-1909 and First Methodist Church 1849-1964. Altoona: Privately printed, 1964.
- Downs, C. S. "The History of Street Lighting in Altoona, Pa.," The American City (April 1951): 163-67.
- Emerson, Robert L. Allegheny Passage: An Illustrated History of Blair County. Woodland Hills, California: Windsor Publications, 1984.
- Ewing, James H., and Harry Slep. History of the City of Altoona and Blair County, including Sketches of the Shops of the Pennsylvania Railroad Company. Altoona: Harry Slep's Mirror Printing House, 1880.
- _____. Facts About Altoona. Chamber of Commerce booklet, 1948.
- _____. "Fiftieth Anniversary of the Frohsinn Singing Society," The Altoona Times, February 20, 21, 23, 1914.
- First Methodist Episcopal Church. Third Anniversary of the Dedication of the New Church. [program] April 24, 1910.

- Good, Harry G. and James D. Teller. A History of American Education. New York: The Macmillan Company, 1973.
- Gutman, Herbert G., "Trouble on the Railroads in 1873-1874: Prelude to the 1877 Crisis?" Labor History 2 (Spring 1961): 215-35.
- [Harris, Emily J.] "History of Post Office Construction." U.S. Postal Service, typescript, July 1982.
- "The Heart of the Alleghenies." Harper's New Monthly Magazine 62 (August 1883): 327-339.
- History of the First Twenty-Five Years of the Work of the Pennsylvania Railroad YMCA of Altoona, Pa. Altoona Tribune Co., 1901.
- Holland, Ted, "Ethnogeography of a Railroad Town," unpublished paper, 1988.
- Hollister, Miles, "Careers for G.I. Joes," The American Magazine 139 (March 1945): 40+.
- The Horseshoe. Altoona High School Yearbook, 1929.
- Kowsky, Francis R. The Architecture of Frederick Clarke Withers and the Progress of the Gothic Revival in America after 1850. Middletown, Connecticut: Wesleyan University Press, 1980.
- _____. "The Architecture of Frederick C. Withers (1828-1901)." Journal of the Society of Architectural Historians 35 (May 1976): 83-107.
- _____. "Withers, Frederick Clarke." In Macmillan Encyclopedia of Architects, ed. Adolf Placzek, 4:409-10. New York: The Free Press, 1982.
- Lebovich, William L. America's City Halls. Washington, D.C.: The Preservation Press, 1984.
- Leopold, Anna Shaefer. "Smoky City: A Social Analysis of Unionism in a Railroad Town, 1945-1960." Master's thesis, University of Chicago, 1962.
- Licht, Walter. Working for the Railroad: The Organization of Work in the Nineteenth Century. Princeton University Press, 1983.
- The Life and Life-Work of Charles B. Dudley. Philadelphia: American Society for Testing Materials, n.d.
- Lingenfelter, William Donald. "A Civil History of the Early Development of the City of Altoona." Pennsylvania State College, M.A. thesis, 1936.
- Long, Fred E. The Eldorado Saga. Altoona: 58th Street United Methodist Church, 1971.
- Middleton, William D. The Time of the Trolley. Milwaukee: Kalmbach Publishing, 1967.
- Mid-State Bank 1901-1976. Mid-State Bank and Trust Company, 1976.
- Minster, Maud. "The Story of a School Library," The Library Journal 55 (September 15, 1930): 726-28.
- Montgomery, Thomas Lynch, ed. Encyclopedia of Pennsylvania Biography. New York: Lewis Historical

Publishing Company, 1923.

Morawska, Ewa. For Bread with Butter: The Life-Worlds of East Central Europeans in Johnstown, Pennsylvania, 1890-1940. Cambridge: Cambridge University Press, 1985.

Mosser, George H. "A Vocational Night School with an Enrollment of Over 2,000," The American City 12 (January 1915): 21-3.

Oakley, Thornton, "Vignettes of the Road," Harper's Magazine 115 (June 1907): 140-46.

O'Bannon, Patrick W. National Register Nomination: The Central Trust Co. Buildings, 1984.

Official Program: Old Home Week, Altoona and Blair County. August 13-19, 1922.

"One City's War on Poverty," Senior Scholastic 87 (December 9, 1965): 21.

"One Hundredth Anniversary of St. James Evangelical Lutheran Church, 1861-1961," Altoona, Pa.

125th Anniversary: First United Church of Christ, 1863-1988. [brochure]

Our 75 Years Together: Our Lady of Mount Carmel Parish and Franciscan Friars T.O.R. Tappan, NY: Custombook Inc., 1985.

Paige, John. A Special History Study: Pennsylvania Railroad Shops and Works, Altoona, Pennsylvania. National Park Service, May 1989.

Pennsylvania Illustrated: From Philadelphia to Pittsburgh. Philadelphia: Porter & Coates, 1874.

Pennsylvania Railroad Company. Altoona Shops and Motive Power Statistics. Altoona: Office of the General Superintendent of Motive Power, 1890.

_____. Annual Reports of the Directors of the Pennsylvania Railroad Company to the Stockholders. Philadelphia: Crissy and Markley, 1852, 1853, 1854, 1855, 1860, 1862, 1863, 1867.

_____. Pennsylvania Railroad System Operating Department Rules for Conducting Transportation effective April 26, 1925. [brochure]

Poppeliers, John. "James Hamilton Windrim." University of Pennsylvania, seminar paper, 1962.

_____. "The 1867 Philadelphia Masonic Temple Competition." Journal of the Society of Architectural Historians 26 (December 1967): 278-84.

_____. "Windrim, James H." In Macmillan Encyclopedia of Architects, ed. Adolf Placzek, 3:408. New York: The Free Press, 1982.

"Seventy-Fifth Anniversary of St. James [German] Evangelical Lutheran Church, 1861-1936," Altoona, Pa.

"Seventy-Fifth Anniversary of the Frohsinn Singing Society," Altoona, Pa. February 19-25, 1939.

"St. Luke's Church, Altoona, Pa." Building (January 1884).

St. Luke's Episcopal Church, 1856-1976. Altoona: Privately printed, 1976.

Salsbury, Stephen. No Way to Run a Railroad: The Untold Story of the Penn Central Crisis. New York: McGraw-Hill Book Co., 1982.

Seidman, Joel. The Brotherhood of Railroad Trainmen: The Internal Political Life of a National Union. New York: University of Chicago Press, 1962.

Sell, Jesse C. Twentieth Century History of Altoona and Blair County, Pennsylvania. Chicago: Richmond-Arnold Publishing Co., 1911.

The Semi-Centennial Loyal War Governors Conference Official Guide. September 24-26, 1912.

Shedd, Nancy S. "First National Bank of Altoona." typescript; n.d.

Sheire, James. National Historic Landmark Nomination: Charles B. Dudley House, 1976.

Sheridan, Margaret G. "Blair County Culture: A Pilot Study 1916-1926 and 1956-1966." Pennsylvania State University, term paper, June 1967.

Sipes, William B. The Pennsylvania Railroad: Its Origin, Construction, Condition, and Connections. Philadelphia: The Passenger Department, 1875.

Souvenir Booklet Containing an Account of the Semi-Centennial Celebration of the War Governors' Conference. Altoona: Mirror, 1913.

Steckman, Eleanore H., and William K. Watson. National Register Nomination: Mishler Theatre. 1972.

Stott, Peter H. "Pennsylvania Railroad Shops," in "Survey of Historic Structures in Blair and Cambria Counties, Pennsylvania." Historic American Engineering Record, National Park Service, 1987. draft typescript.

Stromquist, Shelton. A Generation of Boomers: The Pattern of Railroad Labor Conflict in Nineteenth-Century America. Chicago: University of Chicago Press, 1987.

"Twenty-Fifth Anniversary of the Dedication," Llyswen Methodist Episcopal Church, January 19-26, 1941.

U. S. Department of the Interior, National Park Service, Historic American Engineering Record. "Survey of Historic Structures in Blair and Cambria Counties, Pennsylvania." Draft typescript, 1987.

Wallace, Kim E. et al. The Character of a Steel Mill City: Four Historic Neighborhoods in Johnstown, Pa.. Washinton, D.C.: HABS/HAER Division, National Park Service, Department of the Interior, 1989.

Warren, Frederic Blount. "A Railroad University. Altoona and Its Methods," Scientific American Supplement 63 (June 29, 1907): 26323-25.

Watkins, J. Elfreth. History of the Pennsylvania Railroad Company, 1846-1946. 3 vols. Philadelphia:

Pennsylvania Railroad Company, 1896.

"Welcome to the Altoona Cathedral." Altoona: Privately printed, n.d.

Wertheimer, Jack, ed. The American Synagogue: A Sanctuary Transformed. New York: Cambridge University Press, 1987.

Wiley, Samuel T., and W. Scott Garner. Biographical and Portrait Cyclopeda of Blair County, Pennsylvania. Philadelphia: Gresham Pub. Co., 1892.

Wolf, George A., ed. Blair County's First Hundred Years: 1846-1946. Altoona: The Mirror Press, 1945.

"Wright, John Armstrong, Railroad Organizer," Encyclopedia of Pennsylvania Biography, Thomas Lynch Montgomery, ed., vol. 14. New York: Lewis Historical Publishing Company, 1923, 85-8.

Yucas, Jimi, et al. Project Knickerbocker. University Park, Pa.: American Institute of Architects, 1978. Altoona Public Library.

PROJECT INFORMATION

This report was part of a larger project to document the city of Altoona, Pennsylvania. The project was undertaken by the Historic American Buildings Survey/Historic American Engineering Record (HABS/HAER), Robert Kapsch, chief, at the request of America's Industrial Heritage Project (AIHP), Randy Cooley, director. An overview of the history of the city (HABS No. PA-5784) provides context for these buildings as well as a comprehensive list of sources. See also additional HABS reports on buildings in the city and other neighborhoods.

This report was prepared by Kathy Edwards in the summer of 1989 under the direction of Alison K. Hoagland, HABS historian and Kim E. Wallace, supervisory historian. Edwards's and other project historians' work was published as Railroad City: Four Historic Neighborhoods in Altoona, Pennsylvania (Washington, D.C.: HABS/HAER, National Park Service, 1990), edited by Kim E. Wallace and Sara Amy Leach.

Figure 1.1 Detail of "Plan of Llyswen" (1906) showing survey area.

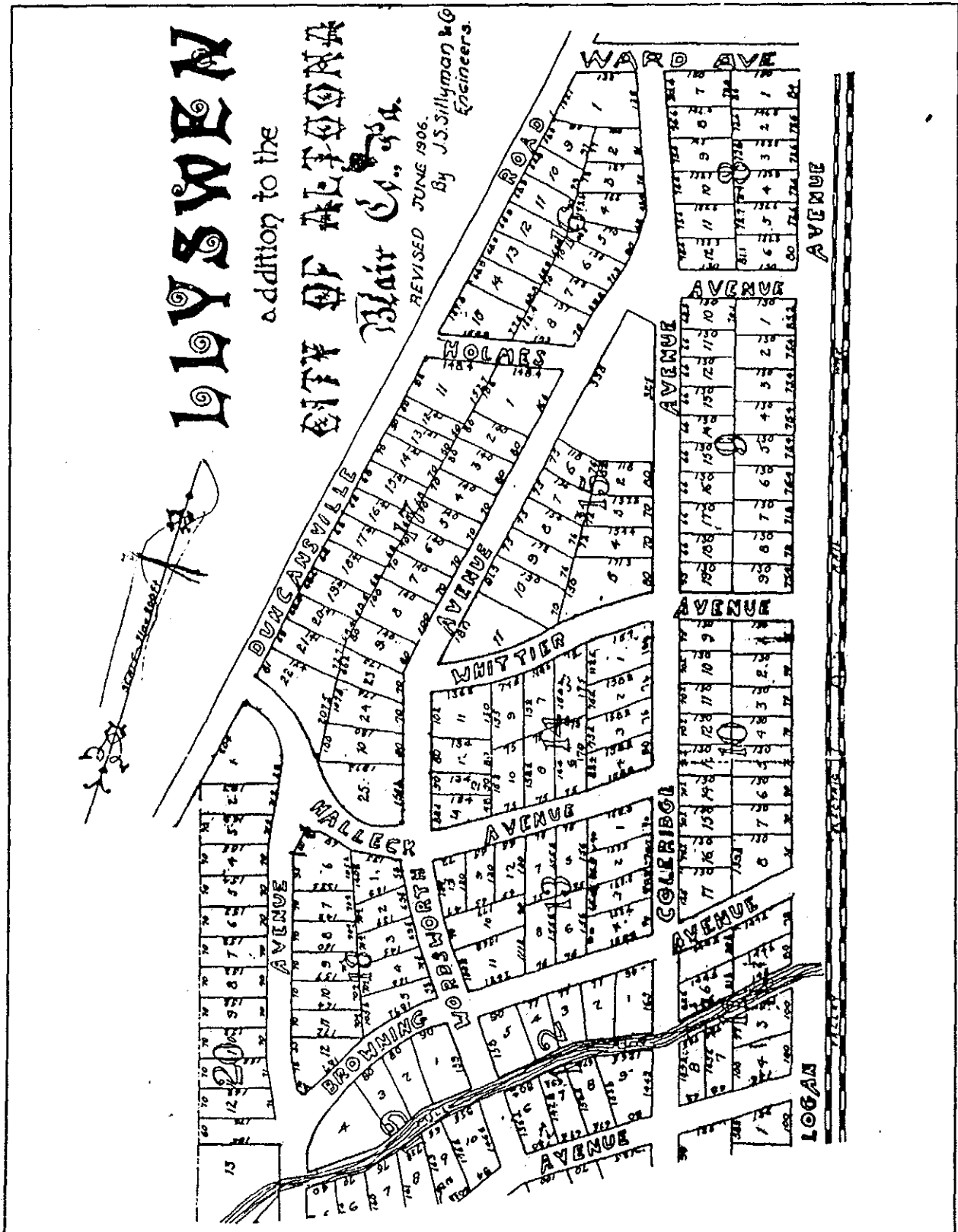


Figure 1.2 Proposed Cottage, Llyswen. Michael and Louis Beezer, Catalogue of Beezer Brothers (1897), 106.

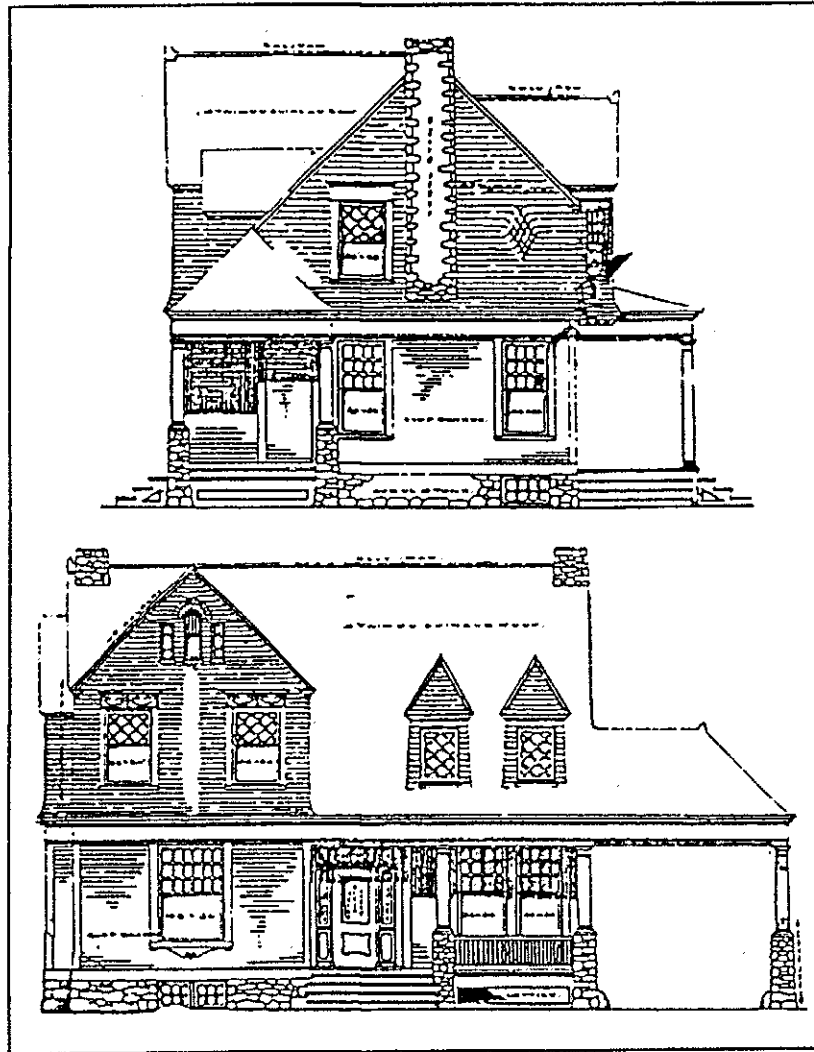
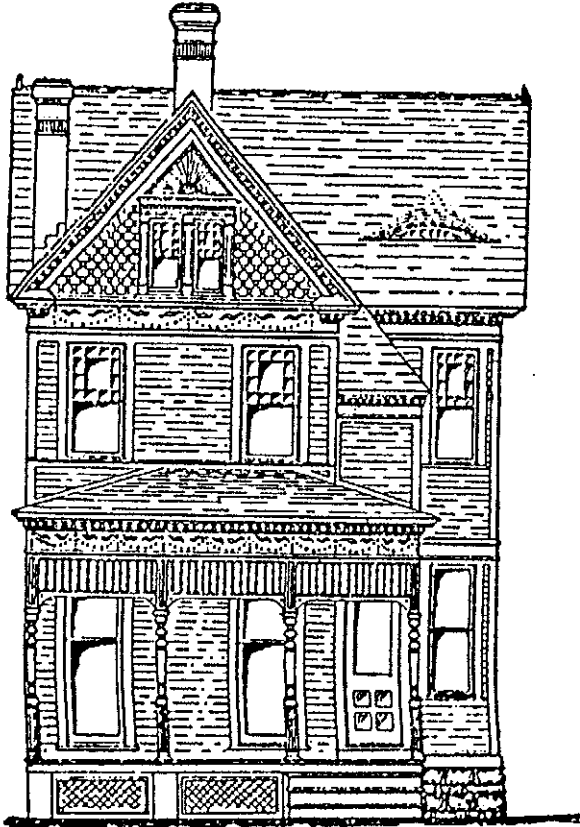


Figure 1.3 "Buy a Home" advertisement, Louis Beezer design, Altoona Tribune (July 8, 1895).

Buy a Home.



W. B. BANCROFT, LOUIS BREZER,
ALTOONA, PA. ARCHITECT

Young man, save your money and buy a home; begin right away. Why should you pay rent from five to ten years, and then try to buy? Now is the time. By so doing you can save what you would otherwise throw away; you would have that money paid on a home. To the older ones who have been paying rent for years, STOP PAYING RENT AND BUY. I have a number of nice properties for sale. Come and see me. W. B. BANCROFT, No. 1900 or 2200 Eighth avenue.